



THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

Number 110

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WAITING on March 7 for Secretary Freeman (left) to swear him in as Assistant Secretary for International Affairs, Roland R. Renne (foreground) greets a late arrival with a quip. Others (l. to r.): Cannon Hearne, David Hume, Emily

Allen, Dorothy Jacobson (Assistant to the Secretary) Gerald Tichenor, Assistant Secretary John P. Duncan, Jr., Douglas Crawford, Weber Peterson, and Clarence Eskildsen.

IN THESE CHANGING TIMES . . .

Signals were changed after the last Letter went to press. Assistant Secretary Renne is not going to India in April; and the scheduled Hong Kong conference of attaches has been unscheduled.

Meanwhile, Dr. Renne added 3 speaking engagements to his March calendar (bringing the month total to 5):

The Customer Advisory Panel, International Minerals & Chemical Corporation, Skokie, Illinois, March 15;

The Hall of Fame Banquet at the Southern

(over)

KROGH HAS NEW TITLE; McCLARREN JOINS FAS

Kenneth K. Krogh, architect of Trade Fair operations, is now one of two deputy assistant administrators helping Dave Hume guide FAS export programs (the other, of course, is Dick Roberts).

J. Kendall McClarren, formerly assistant director of USDA Information, has moved into Ken's old position -- director of International Trade Fairs Division.

The new deputy assistant administrator was chief of Int'l Trade Fairs branch from 1954-1961,

(over)

(Renne speeches - cont'd)

Idaho Livestock Industry Meeting, Twin Falls, Idaho, March 16; and

The San Francisco Conference on the Atlantic Community, University of California, on March 29.

"DOC" SCRANTON RETIRING

Laurell L. (Doc) Scranton, deputy assistant administrator for attaches, says it's time for him to retire, and has set April 16 as the day that will end nearly 30 years of government service--over 10 of them in the foreign field.

After earning BS and MS degrees at the University of Illinois, and a PhD at Cornell, he spent the first decade of his career teaching agricultural education at the U. of Illinois and at No. Dakota Agricultural College.



Doc was a pioneer in the Smith-Hughes vocational agricultural program; he helped organize, and directed, North Dakota's Future Farmers of America group. He also co-authored the books Fun and Work for Future Farmers; Farm Mechanics, a basic text book still in use; and Marketing Farm Products.

He joined USDA in 1935 as assistant regional director at Lincoln, Nebraska, with the Farm Security Administration, and in 1940 became a senior agricultural economist with BAE. Then, after a couple of years with the Office of Price Administration and the Foreign Economic Administration, he spent 6 years in Greece as director of agriculture and fisheries for the UNRRA-Greece Mission (1944-47), FAO representative (1947), and agricultural economist with ECA (1948-50).

Doc next entered FAS attache ranks, serving 5 years as attache in Ankara. From 1955 to late 1961 he was FAS/Wash area officer for Africa and the Middle East.

Travel looms large in the Scrantons' plans -- with a trip to the Far West and a Caribbean cruise in the offing. Meanwhile, their home base continues to be 3001 Edgehill Drive, Alexandria, Va.

(Krogh - cont'd)

after 2 years as assistant director of FAS Information.

From 1950 to 1952 he was in the Office of the Secretary, after earlier service in USDA's Office of Information, and with the Production and Marketing Administration.

A native of Sergeant Bluff, Iowa, he holds a BS degree from Iowa State University. He was a Superior Service awardee in 1959 for his market promotion work.

Trade Fair Director McClarren joined the Department in 1936. In 1945 he became information chief in the Bureau of Plant Industry, Soils and Agricultural Engineering; in 1949, chief of information in the Bureau of Animal Industry; and in 1953, chief of the program services branch of ARS.

Since 1956 he has been assistant director of the Office of Information in charge of exhibits photography, motion pictures, arts and graphics.

"Mac" grew up on a farm near Werner, Oklahoma ... attended Conners State Agricultural College and Northeastern Teachers College (both in Oklahoma).



THE FAS LETTER

To U. S. Agricultural Attache Posts

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Foreign Agricultural Service
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"23,000,000 JOBS"

If you're in Washington between April 15 and May 15, be sure to stop at USDA's Patio to see an exhibit titled "23,000,000 Jobs." The work of FAS will be featured in numerous agency displays dealing with jobs for both men and women in agriculture and related fields.

GETTING AROUND

Frank Ehman, ex-Cairo and Lisbon attache and now P.L. 480 program development coordinator for the African area, is back from a 5-week swing around Africa, where he and Herb Waters, assistant administrator for AID/Wash, checked into P.L. 480 programs and prospects.

Before the African journey, Frank "graduated" from the USDA Graduate School's management course for executives, which holds most of its sessions at Williamsburg.

HARALD IN FAR EAST

Harald Larsen, reports officer, was slated to take off at Letter presstime for a 5-week field trip to the Far East -- Japan, New Zealand, Australia, Indonesia, Malaya, and the Philippines.

One of his objectives is to work with attaches in adaptation of reporting schedules to Southern Hemisphere conditions.

SAMPLING first pasteurized milk ever produced in Nigeria are (l. to r.): Herb Waters, AID/Wash; S. O. Oke, local director of the Agege Dairy Farm (Nigerian Ministry of Agriculture) north of Lagos; Ben Shuman, AID dairy specialist in Nigeria; and Frank Ehman, FAS.



FAS AND AID

Gerald Tichenor, our liaison with AID, reports that officials of USDA and AID have been getting together frequently to coordinate the two agencies' activities and further the policies of AID's agricultural program.

Periodic meetings began in early February when AID Administrator David E. Bell and key members of his staff met in Secretary Freeman's office with Assistant Secretary Renne, Dorothy Jacobson (assistant to the Secretary), and Jerry Tichenor.

In following weeks, Mr. Bell has personally arranged follow-up meetings with his own staff to which Dr. Renne and Jerry have been invited.

ASSIGNED TO MEXICO

Another Junior Professional has joined the attache ranks.

He's Lawrence R. Fouchs, newly appointed assistant attache in Mexico City and successor to John E. Ray, bound for Paris.

Lawrence is an Arlington, Va. boy with a BS degree in agricultural economics from the University of Maryland. During his school days he worked as a trainee in FAS's Cotton Division, and then in 1959 joined the International Monetary Branch.

Since February 1962 he's been with Sugar & Tropical Products Division.

Welcome aboard!

HITHER and YON

Baseballs are bounding. Cherry blossoms are burgeoning. Bird watchers are beady-eyed. And gardeners and golfers are dipping into their annual leave. It's Spring.



Even Miss Caddie Fant (who never carried a golf bag in her life) retired March 26 to a life of leisure after 30 years of government service, 14 of them in FAS's Cotton Division.

Roy Sellers took advantage of March winds to fly over from his attache post in Lisbon for home leave. After FAS/Wash consultations, March 8-17, he was Alabama bound. He'll be returning to his post in early May.

Lou Smith, Livestock & Meat Products director, is hieing himself to Camelback Inn (Scottsdale, Arizona) April 20 to talk to National Hide Association conferees about "Market Development Possibilities for the Hide and Leather Industry."

Another livestockeer, Grover Sims, recently returned from Ames, Iowa, where he was a member of USDA's working group that met with the Livestock and Sheep and Wool Research Advisory Committee.

Leonard van der Velden, Benelux director the past 4 years for the Institute of American Poultry Industries office at Rotterdam, visited FAS/Wash in March to review market development activities for U.S. poultry.

Bill Hatch has settled down in his Nairobi attache post (we assume), as he arrived there March 16 after home leave in Idaho. Mrs. Hatch and the children will join Bill in Kenya in time for the May 1 school term there.

Afif Tannous, Africa & Mid-East area officer, has completed his month's TDY in the Congo (Leopoldville), and is now visiting a few of the posts in his area before returning to FAS/Wash about April 15.

Stanley Phillips, chief of the evaluation and analysis branch of Trade Projects, just returned from Europe, where he accompanied a private-industry team of experts evaluating FAS and co-operator efforts to promote cotton markets.

Manila got a treat in late February when Kathryn Wylie and her husband stopped there to visit with Attache Burl Stugard and many other friends before proceeding on around the world. (Kathryn was FAS and ERS Latin American expert until her retirement December 31.)

BOB AND FRIENDS



AT GALLOWAY Cattle Show in Castle-Douglas, Scotland, London Attache Robert Anderson (left) and his host, Sir Arthur Duncan, admire a 14-month-old Galloway bull that took 1st prize in his class and later sold for about \$3,900.

TOKYO STAFFER HONORED

At an honor awards ceremony in Tokyo, Miss Akiko Ohta, of the agricultural attache office, was presented a 10-Year Service certificate and pin by Ambassador Reischauer.

IN NIGERIA



Before leaving Lagos for home leave in Texas and his new post in Hong Kong, Attache John Wenmohs attended the presentation of a \$185 check to a Nigerian charity fund. The money came from sales of bulgor at the Great Plains Wheat Ass'n booth at the Lagos trade fair last fall.

Gilbert Sindelar, commodity analysis branch chief of Fruit & Vegetable Division, is leaving for northern Europe April 15 for work on a basic study FAS is preparing on market potentials for apples.

Attache Bob Adcock (Bogota) was Cover Man on the February 15 issue of the Colombian livestock magazine, "El Cebu," and the periodical devoted a column of greetings to and biography of the recently arrived attache.

U.S. AMBASSADOR Joseph Palmer II presents check to Nigerian official K. O. Mbadiwe, while departing Attache John Wenmohs looks on.

BACK FROM ORBIT

Herb Ford (Dairy & Poultry) is at his desk for a change after a trip to Michigan and California.

At Michigan State College he gave a talk March 12 on export potentials for U.S. poultry and eggs; and in Los Angeles he managed FAS's mobile dairy and poultry exhibit at the Pacific Dairy & Poultry Association annual convention.

Dave Hume, new assistant administrator for export programs, was a principal speaker at the L.A. convention.



Attache Harry Varney (right), Karachi, and H. M. Farouqi, his economic assistant (left), got right out in the high cotton to examine bolls on the family farm of Muhammed Imam Shah Rashadi (center) while estimating the 1962-63 Pakistani upland cotton crop. Wheat, citrus, rapeseed, and bananas also are grown on this farm north of Hyderabad.

EDUCATION

THE LARGER ISSUES

USDA was host March 27-28 to members of the State Department's 9-month Senior Officers Seminar (FAS's Elmer Hallowell is a member).

Secretary Freeman and Assistant Secretary Renne led off the 2-day briefings on agricultural "policies and approaches"; and Administrator Ioanes was "finish" man.

Among other FASers who took part in the orientation were Clarence Eskildsen, Douglas Crawford (moderator), Bob Gastineau, Frank LeRoux, Tom Rawlings, and Dave Hume.



DONS AT SAN DIMAS

Asst. Adm. Doug Crawford and John Dean (deputy General Sales manager) are home again after a trip to San Dimas, Calif., where from April 1-4 they participated in a USDA Seminar in Executive Development (the 5th of a regional series).

TOPICS OF THE DAY

The topic of the day is "U.S. Agriculture and the Common Market." Among speech-makers on the subject are:

... Bob Gastineau, director of Trade Policy Division, who spoke March 26 at a seminar held by the Society for Advancement of Management, at Northern Illinois University (DeKalb). On April 10 he addresses the Farm Equipment Institute Industry Research Conference at Kansas State University (Manhattan).

... Dale Vining, also Trade Policy Division, who is enlightening the League of Women Voters in Schenectady, N.Y. on April 25.

BURL GOES TO COLLEGE

Burl Stugard (Manila) was among guests at the 18th anniversary celebration of Liberation Day at Central Luzon Agricultural College, about 100 miles north of Manila. (The day's program started at 5 a.m. -- don't ask why!)

About 2,100 boys and 400 girls from all over the Philippines attend the vocational college, which includes a high school, too. The students divide their time 50-50 on the school's 260 acres and in classrooms.

CLAC is a government-supported institution, but has had AID help, and AID's agricultural division works closely with Dr. Santos.

ON INSPECTION TOUR of Central Luzon Agricultural College, wheat is examined by (l. to r.) the College President, Hilario J. Santos; U.S. Deputy Chief of Mission Richard M. Service; a technician; and Attache Stugard.



1963 PROGRAM FOR JUNIOR PROS

FAS's 5th Junior Professional Orientation Training Program got under way March 5 with the first of 15 one-hour sessions to extend through mid-April and cover USDA and FAS history, programs, policies, and functions.

About 27 young employees are participating in the 1963 program that has been developed under the leadership of the Personnel Division by

PRESCHOOLERS

a committee of former Jr. Professionals -- Guy Haviland (Program Operations), John Lynch (Trade Projects), and Jimmy Minyard (Cotton).

Division directors, branch chiefs, and other officials throughout FAS are contributing their time and talents to take part in the biweekly sessions. Among program highlights: a talk by Administrator Ioanes at an April 8 luncheon.

Two days will be devoted to attache work.

Asst. Adm. Crawford will tell the Jr. Pros about the service in general; former attaches Eugene Ransom (Dairy & Poultry) and Jim Hartman (Livestock) and asst. attache John Ray will describe the attache's role abroad.

In one of the March sessions, Grain & Feeds Director Ray Vickery moderated a commodity discussion by panel members Glenn Tussey (Cotton), Olav Anderson (Fats & Oils), and Stanley Mehr (Fruits & Vegetables).

Earlier, at a session moderated by Pauline Moore, deputy director of Personnel, Asst. Adm. Art Minor briefed the orientees on the history, organization, and development of FAS; Tom Morrow clarified the budget and finance picture (without using the word "dollar" once!); Ruth Donovan delved into the working of administrative services; and Ken McDaniel went into personnel matters.

BAGGING CAN BE BEAUTIFUL



VISITORS to the office of Richard W. Reuter, Food for Peace director, find a change in the decor. New drapes are made from burlap sacks like those in which Food for Peace commodities are shipped abroad.

IT'S A BOY IN BANGKOK

Mr. and Mrs. Tammanoon Premsoontorn announce with pride the birth on February 4 of a son -- their first child.

Tammanoon has been agricultural assistant in the Bangkok attache office since August 1962.



THE
PREMSOONTORN
FAMILY

PAIR OF QUEENS IN BOGOTA

Mr. and Mrs. Richard Smith are the parents of twin girls -- their first children -- born in Bogota on February 27.

Dick is assistant attache in Colombia, and formerly was in Fruit and Vegetable Division.

BOY ACROSS THE BORDER

The agricultural attache's staff in Ottawa was increased January 20 by the arrival of young Stephen Bell. (Report of the event by father Richard E. Bell, assistant attache, appears to have been transmitted by oxcart.)

In any case, the new son is doing well, as is his brother David, 1 $\frac{1}{2}$.

AND HERE AN HEIR

John Edwin Ray III was born March 16 here in Washington, D.C. (weight, 6 lb. 9 oz.; height, 21").

His father is John E. Ray, Jr., former assistant attache in Mexico City and newly named assistant in Paris. The Ray family (including 2-year-old Claudia Elizabeth and a Siamese cat) plan to arrive in France in mid-April.

BACK IN HARNESS

Joe Becker, former FAS director of statistics, retired 4 years ago after more than 40 years of service. But he hit the old foreign agricultural trail again in mid-March.

He's coordinating a 4-man FAS-ERS economic team making a 2-month "critical analysis" in Latin America of basic statistics on food production and utilization. Ultimate goal is market development.

BOUND FOR BOMBAY

New agricultural officer in Bombay is Robert B. Evans, executive sec'y of the International Cotton Advisory Committee since 1949. He succeeds Roy Sellers, now in Lisbon.

Earlier, Bob spent 12 years in New Orleans, first with BAE and then at USDA's Southern Regional Research Laboratory. A Utah native, he has BA and MA degrees from the Univ. of Utah and American Univ., respectively. He's due at his post May 9.

PICTURE OF THE MONTH



ONE OF THE oldest of ruins and some of the newest of Thai agricultural practices interested Attache Sam Work (Bangkok) and Bhornchai Kunalai, his agricultural assistant, and Reiter Webb (Cotton Division) when they stopped at the temple at Sukhothai, ancient capital of Thailand, on their way to the

Agricultural Experiment Station at Sawankhalok. In front of the temple (left to right): Kunalai; C. Thayer White, deputy counselor for economic affairs at American Embassy; and Sam. (Reiter took the picture — a color slide.)